

City of Hampton
Plans Inventory: Plan Review Checklist
5/10/02

1. Plan Title: Hampton Conventions and Tourism Marketing Plan Calendar Year 2002
2. Date:
3. Author (Dept./Organization/Consultant/Individual): Hampton Conventions and Tourism Department
4. Adopted or endorsed. (Which & By Whom):
5. Geographic Area Considered: City of Hampton
6. Purpose/Summary Statement: This is the marketing plan for the city which discusses strategies from a conventions and tourism perspective. The plan contains an analysis of Hampton's strengths, weaknesses, opportunities, and threats. Based on this analysis, objectives and strategies described which will increase Hampton's popularity as a tourist destination. These marketing objectives include maximizing advertising dollars through continues implementation of an in-house advertising initiative, increasing label and phone inquires and web page hits, increase tax revenues and the total economic impact of Hampton's travel industry, and maximize advertising dollars through joint strategies with an outside advertising agency. A market segment analysis and a competitive analysis are also included in this plan.
7. Does the plan have legal status or otherwise satisfy a legal requirement (Yes/No & Identify Requirement):
8. Classify the plan as follows:

<input type="checkbox"/> Neighborhood/Small Area Plan	<input checked="" type="checkbox"/> Program Plan
<input type="checkbox"/> Economic Development Plan	<input type="checkbox"/> Facility/Infrastructure Plan
<input type="checkbox"/> NA/Other	
9. Does the plan effect one or more of these critical issues:

<input type="checkbox"/> Healthy Families	<input type="checkbox"/> Healthy Neighborhoods
<input type="checkbox"/> Healthy Business Climate	<input checked="" type="checkbox"/> Healthy Region
<input type="checkbox"/> Customer Delight	<input type="checkbox"/> Healthy Race Relations
<input type="checkbox"/> Strong Schools	<input type="checkbox"/> NA/Other
10. Does the plan effect one or more of these comprehensive planning issues:

<input type="checkbox"/> Land Use	<input type="checkbox"/> Community Facilities
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☐ Environmental Protection
☐ Urban Design
☐ Housing

☒ Transportation
☐ Historic Preservation
☐ NA/Other

11. Does the plan have budget implications (Identify operating and/or capital, cost estimates, year of impact if applicable.)
12. Attach executive summary and/or map of study area if applicable.